

ABSTRAK

Penelitian ini bertujuan untuk menemukan simbol dan mengetahui makna simbol *cross dressing* dalam gaya *fashion smart casual* Jovi Adhiguna di media sosial Instagram. Penelitian ini menggunakan jenis penelitian kualitatif deskriptif dengan model analisis semiotika Roland Barthes. Peneliti memilih gambar unggahan Jovi Adhiguna di media sosial Instagram sebagai objek penelitian. Pemaknaan simbol diperoleh melalui tiga level analisis, yaitu melalui pemaknaan denotatif, konotatif dan mitos dalam tiga gambar unggahan Jovi Adhiguna di Instagram yang mengaplikasikan gaya *fashion smart casual*. Simbol *cross dressing* yang teridentifikasi adalah celana, tas, rambut panjang, *make up*, anting, rok, kacamata, ikat pinggang, sepatu *mules* dan sepatu *boots*.

Kata kunci: Simbol, *Cross Dressing*, Jovi Adhiguna, Semiotika, Roland Barthes

ABSTRACT

This study aims to find symbols and find out the meaning of cross dressing symbols in Jovi Adhiguna's smart casual fashion style on Instagram social media. This research uses descriptive qualitative research with the semiotic analysis model of Roland Barthes. Researchers chose Jovi Adhiguna's uploaded image on Instagram social media as the object of research. The meaning of symbols is obtained through three levels of analysis, namely through denotative, connotative and mythical meaning in the three uploaded images of Jovi Adhiguna on Instagram that apply a smart casual fashion style. Identified cross dressing symbols are pants, bags, long hair, make up, earrings, eyeglass skirts, belts, mules and boots.

Keywords: *Symbol, Cross Dressing, Jovi Adhiguna, Semiotics, Roland Barthes*